

## ABSTRACT

The map-display-area determining unit (262) determines an area in which a map is to be displayed. The road-information obtaining unit (261) obtains, out of map data transmitted from a map-data distributing server, curved-point coordinate information and name information of a traffic route to be displayed in the determined display area. The map-display-data generating unit (264) determines a display position for each character or symbol included in a character symbol string indicated in the name information so that each character or symbol is positioned along the traffic route without interfering with any other character or symbol and generates map display data for displaying each character or symbol at the respective determined display position.